

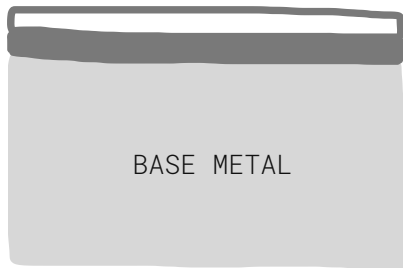


Sustainability through L.I.F.E.™



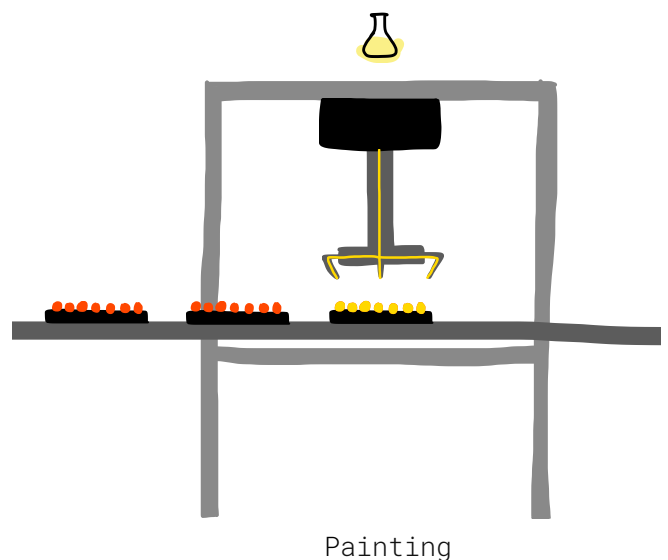
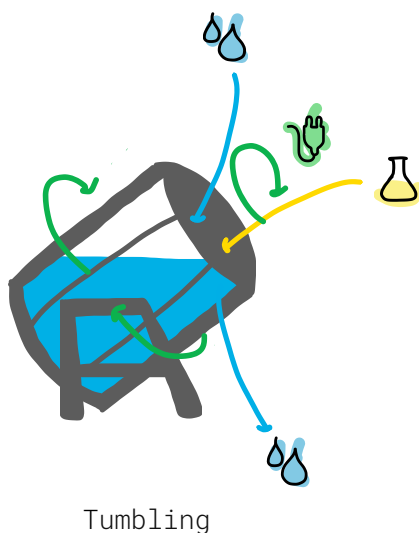
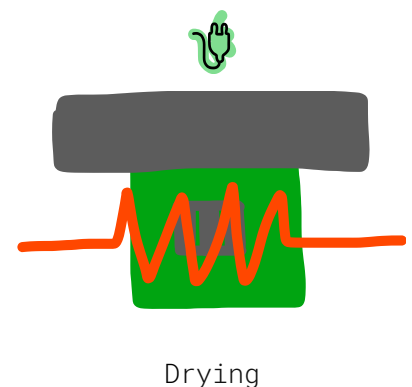
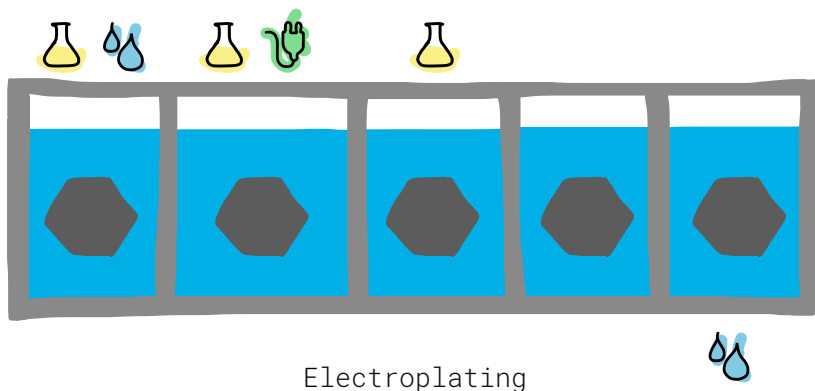
THE ENVIRONMENTAL IMPACT OF FINISHING PROCESSES

Metal accessories for apparel and leather goods involve a broad spectrum of finishes, based on a large variety of technologies and processes (electroplating, chemical colouring, coating, etc.).



The conventional finishes can therefore be assimilated to a “sandwich” of **overlapping layers** onto the base metal.

The technologies employed for the achievement of the conventional finishes entail a **substantive need of resources (water, energy) and materials (chemicals)**, as well the generation of waste.



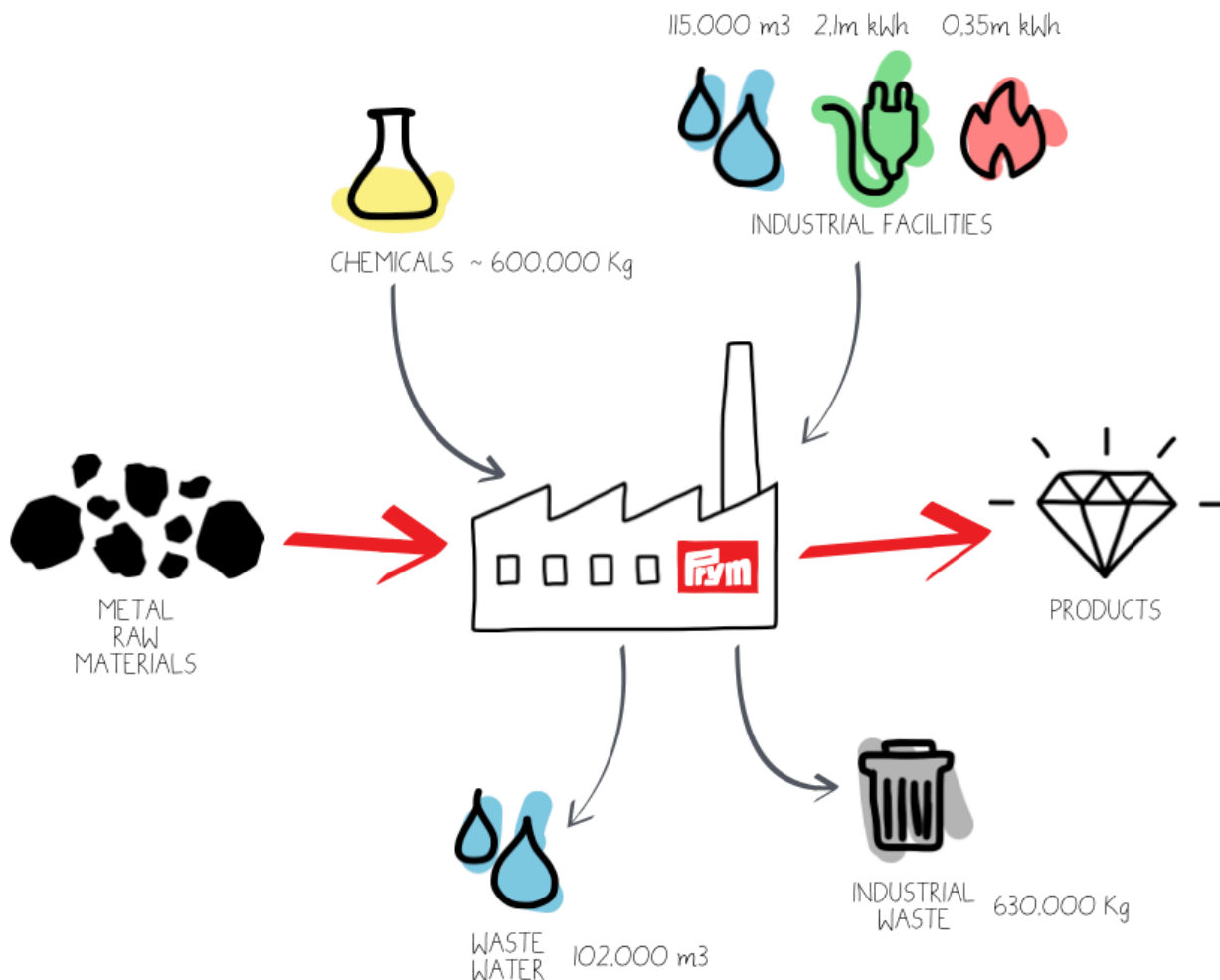
The global impact of such resources and waste can be effectively represented by the **“global” footprint** of the finishing technologies, which consist of a **“process” footprint** (water, electricity, chemicals) and an **“environmental” footprint** (electricity, chemicals, waste).



Process footprint + Environmental footprint = Global footprint

THE MATERIALS BALANCE OF PRYM FASHION ITALIA

The amount of resources and of waste generated by the global manufacturing activity, and specifically by the finishing processes, of Prym Fashion Italia is substantial.

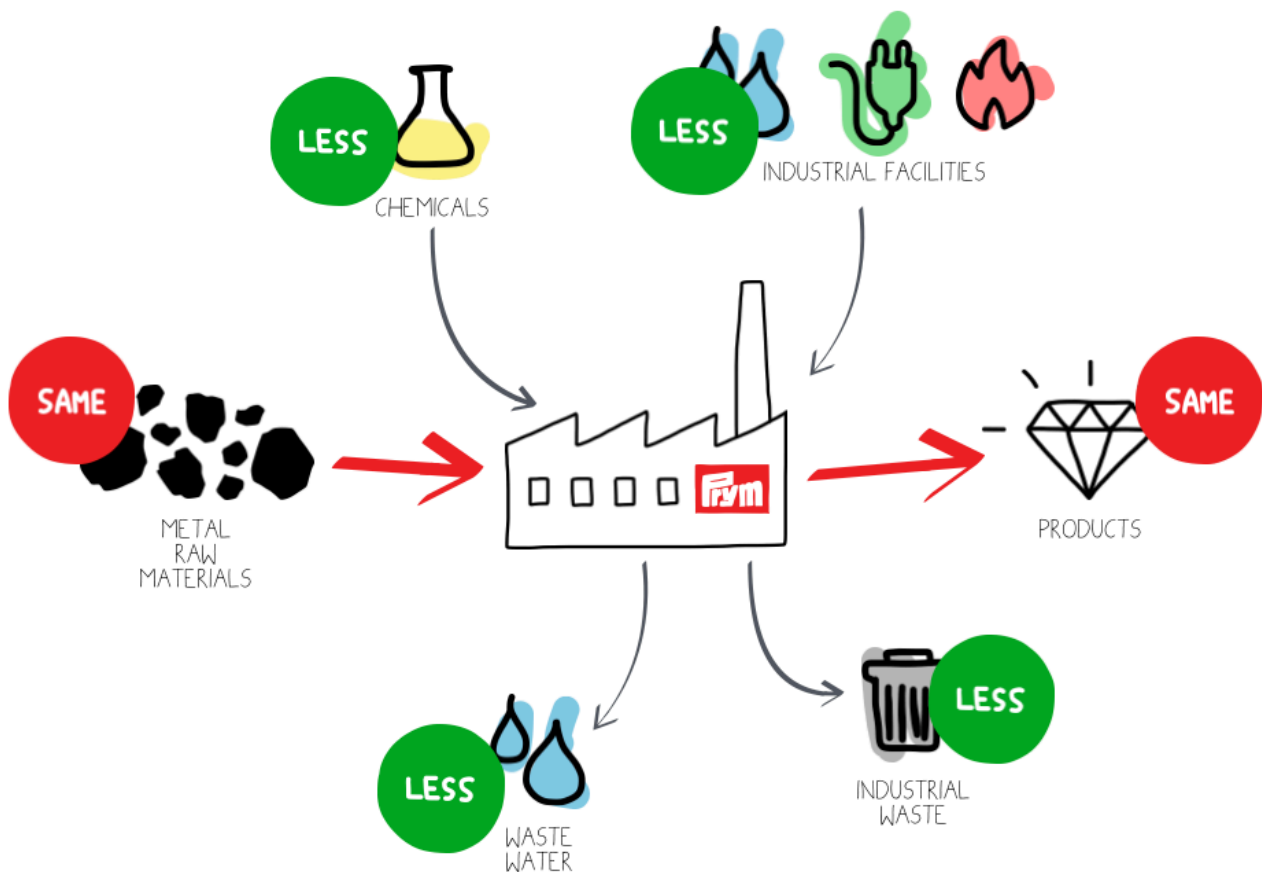


In a nutshell, about 600 tons of chemicals, 100.000 m3 of waste water and 2,5mn KWh are necessary for the transformation of about 1.500 tons of raw materials into finished products, generating an output of 100.000 m3 of waste water and more than 600 tons of industrial waste.

Further to the full respect of environmental and consumer protection regulations, **Prym Fashion Italia has voluntarily implemented its own path to environmental sustainability, aimed at significantly reducing its global footprint through a substantial reduction of its materials balance.**

THE ENVIRONMENTAL APPROACH OF PRYM FASHION ITALIA

The philosophy behind Prym Fashion Italia's approach to sustainability is quite simple: **SAME** throughput with **LESS** ingredients.

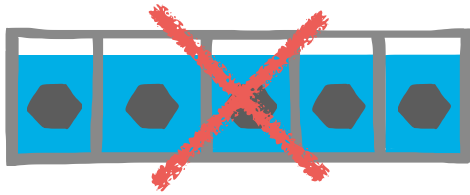


This philosophy is achieved through the **L.I.F.E.**[™] technology, developed by Prym Fashion Italia starting from 2013 and progressively perfected until the current status.

THE L.I.F.E.™ PHILOSOPHY

The technical backbone of L.I.F.E.™, which stands for **Low Impact Finish Ensemble**, is the following:

- complete **ban of electroplating processes** (metal coating using electrical current);
- extensive use of **physical treatments** in lieu of chemical processes;
- **removal of heavy metals** from any treatment;
- extensive use of **water-based** in lieu of solvent-based paints.



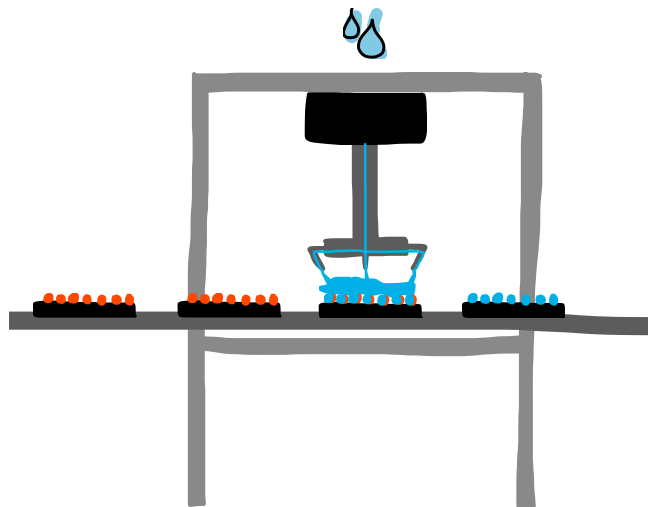
NO electroplating



NO heavy metals



Physical treatments in lieu
of chemical processes



Water-based paint

Following the L.I.F.E.™ approach, all the conventional surface treatments have been reviewed on the following technical basis:

- **standardisation of metal alloys** such as brass, copper and stainless steel in order to provide a natural base colour;
- **industrialization** of past handcrafted procedures;
- accurate **selection of chemicals** and deep lab tests;
- continuation just of **few basic processes** such as degreasing, soft washing and drying.

THE ASSESSMENT OF THE L.I.F.E.™ TECHNOLOGY

In order to rely on the availability of an independent assessment of the results achieved through L.I.F.E.™, Prym Fashion Italia has involved **Made-By**, a recognized not-for-profit organization with a mission to make sustainability common practice in the fashion industry.



The work carried out by Made-By's specialists has consisted in the following steps:

1. **onsite examination** of Prym Fashion Italia's manufacturing plant and **data collection** of the production processes for both L.I.F.E.™ and non-L.I.F.E.™ finishes;
2. preparation of a **technical report** including a summary of the data collected; gap analysis of L.I.F.E.™ versus best available technologies; scope for further environmental impact reduction opportunities;
3. **baseline assessment** of the environmental impact of L.I.F.E.™ versus conventional processes;
4. **process report** summarizing and validating the key findings of the environmental impact reduction achieved from the implementation of L.I.F.E.™ processes.

In particular, the comparison of 9 L.I.F.E.™ and 9 non-L.I.F.E.™ products which due to their similarity in terms of size, weight and purpose could be compared like for like, and the key environmental impact arising from their production for million pieces, has provided the following findings:



-65%
WATER



-16%
ELECTRICITY



-98%
CHEMICALS



-85%
HAZARDOUS WASTE

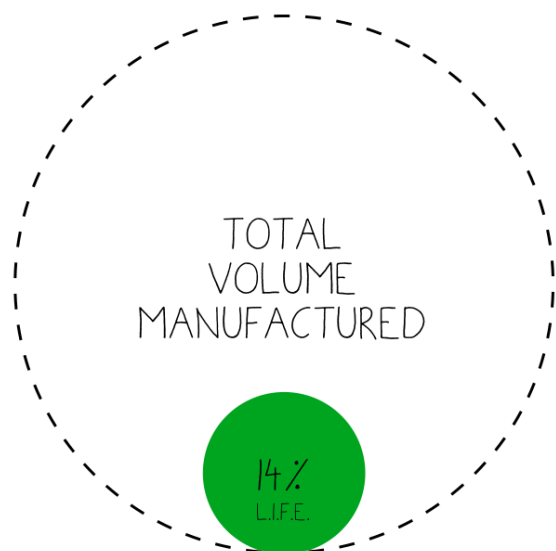
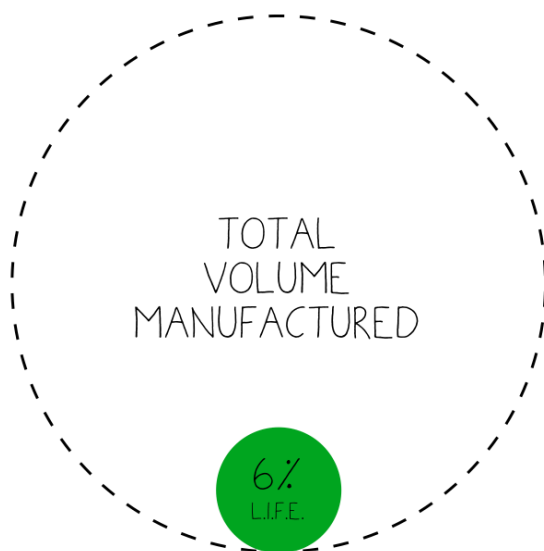
THE GROWTH OF L.I.F.E.™

At the very beginning of the implementation of L.I.F.E.™ just a few finishes had been developed.

A **progressive extension of the L.I.F.E.™ range** has been carried out since then, which materializes in:

- the **Authentic L.I.F.E.™ catalogue**, which includes dozens of attractive finishes based on brass, copper and stainless steel base materials;
- the **Sustainability Manifesto**, which gathers a number of L.I.F.E.™ developments, providing a direct like for like comparison of the look of L.I.F.E.™ and non-L.I.F.E.™ finishes, as well as the deriving reduction of resources and waste

As a result of the promotion of the L.I.F.E.™ concept, the use of L.I.F.E.™ finishes has been **steadily growing year by year**, as well as the number and **significance of customers** involved.




BESTSELLER*





prymfashionitalia.com

Twitter / Instagram
@prymfashionita